Transportation and Marketing

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
MICHIGAN	9,295,297	9,938,444	10,084,694	10,316,883
MEDIAN AGE (YRS)		35.5	36.3	37.5
HISPANICS (ANY RACE)		323,877	352,617	394,493
STATE'S PERCENTAGE		3.26%	3.50%	3.82%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		7,966,053	8,055,965	8,222,813
STATE'S PERCENTAGE		80.15	79.88	79.70
MEDIAN AGE (YRS)		37.2	38.2	39.6
BLACK/AFRICAN-AMERICAN		1,412,742	1,429,206	1,428,233
STATE'S PERCENTAGE		14.21	14.17	13.84
MEDIAN AGE (YRS)		30.0	30.5	31.6
AMERICAN INDIAN/NATIVE		58,479	61,692	66,853
STATE'S PERCENTAGE		0.59	0.61	0.65
MEDIAN AGE (YRS)		29.5	29.3	29.0
ASIAN		176,510	191,425	216,348
STATE'S PERCENTAGE		1.78	1.90	2.10
MEDIAN AGE (YRS)		29.6	30.3	31.8
HAWAII/PACIFIC ISLANDER		2,692	2,831	3,229
STATE'S PERCENTAGE		0.03	0.03	0.03
MEDIAN AGE (YRS)		26.7	27.1	27.3
OTHER		129,552	141,897	159,211
STATE'S PERCENTAGE		1.30	1.41	1.54
MEDIAN AGE (YRS)		23.9	24.6	25.3
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN SUBURBAN RURAL			2,610,851 5,308,517 2,165,326	2,561,173 5,492,597 2,263,113

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$49,626		
PER CAPITA	\$25,149		
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$166,661,953,000	\$211,242,367,000	26.75%
FOOD AT HOME TOTAL	\$18,979,938,800	\$21,638,667,700	14.01%
FOOD AWAY FROM HOME TOTAL	\$17,786,450,300	\$22,182,215,100	24.71%
FOOD AS % OF TOTAL EXPENDITURES	22.06%	20.74%	
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$3,671,125,900	\$4,210,117,300	14.68%
FISH & SEAFOOD PRODUCTS	\$414,264,300	\$470,133,900	13.49%
FRUITS & VEGETABLES	\$2,093,543,600	\$2,354,978,800	12.49%
DAIRY PRODUCTS	\$2,053,814,400	\$2,331,740,300	13.53%
BAKERY PRODUCTS	\$2,099,853,400	\$2,324,167,000	10.68%
CEREALS & PRODUCTS	\$1,048,481,700	\$1,216,534,200	16.03%
PREPARED FOODS	\$3,058,712,500	\$3,535,262,100	15.58%
JUICES	\$533,753,300	\$600,844,600	12.57%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH FAST FOOD FULL SERVICE	\$1,190,201,200 \$538,319,800 \$651,881,400	\$1,636,982,500 \$713,135,000 \$923,847,500	37.54% 32.47% 41.72%
LUNCH FAST FOOD FULL SERVICE	\$4,243,901,900 \$2,578,465,800 \$1,665,436,100	\$5,262,261,600 \$3,105,299,000 \$2,156,962,600	24.00% 20.43% 29.51%
DINNER FAST FOOD FULL SERVICE	\$6,517,564,400 \$2,471,626,200 \$4,045,938,200	\$8,284,011,400 \$2,990,281,600 \$5,293,729,800	27.10% 20.98% 30.84%

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Transportation and Marketing

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
ME4.TO			
MEATS (ALL TYPES)	¢045	¢4 020	0.050/
MEATS (ALL TYPES) POULTRY	\$945 \$274	\$1,039 \$302	9.95% 10.22%
EGGS	\$274 \$42	\$302 \$45	7.14%
EGG5	\$ 4 2	Φ45	7.1470
FISH & SEAFOOD			
FRESH	\$64	\$68	6.25%
FROZEN	\$29	\$34	17.24%
CANNED	\$14	\$14	0.00%
FRUITS / VEGETABLES			
FRESH	\$374	\$407	8.82%
CANNED	\$79	\$88	11.39%
FROZEN	\$65	\$67	3.08%
OTHER	\$21	\$20	-4.76%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$169	\$181	7.10%
CHEESE	\$144	\$150	4.17%
ICE CREAM	\$85	\$92	8.24%
BUTTER / MARGARINE	\$44	\$53	20.45%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$422	\$449	6.40%
COOKIES	\$77	\$81	5.19%
CRACKERS	\$41	\$44	7.32%
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CEREALS & PRODUCTS			
CEREALS	\$153	\$163	6.54%
PASTA PRODUCTS	\$45	\$53	17.78%
FLOUR & MIXES	\$40	\$47	17.50%
RICE	\$31	\$37	19.35%
PREPARED FOODS			
SNACKS/CHIPS	\$141	\$164	16.31%
JUICES	\$137	\$148	8.03%
FROZEN/PREP. OTHER	\$118	\$137	16.10%
SOUPS	\$67	\$78	16.42%
SAUCES & GRAVIES	\$59	\$59	0.00%
BABY FOOD	\$47	\$50	6.38%
FROZEN MEALS	\$45	\$51	13.33%
NUTS	\$31	\$34	9.68%
SALADS	\$27	\$32	18.52%

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